

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Christopher M. Benson	§	Group Art Unit:	2683
		§		
Serial No.:	10/015,431	§		
		§	Examiner:	Danh C. Le
Filed:	12/13/2001	§		
		§		
For:	SYSTEM AND METHOD FOR	§	Atty. Dkt. No.:	9903
	SHORT-RANGE WIRELESS	§		
	RETAIL ADVERTISING AIMED			
	AT SHORT-RANGE WIRELESS			
	PROTOCOL-ENABLED			
	PERSONAL DEVICES			

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION MAILED FEBRUARY 22, 2006

This is a reply to the Office action mailed February 22, 2006, in this application. Please reconsider this application and allow all claims.

**A Listing of Amended Claims** begins on page 2 of this reply.

**Remarks/Arguments** begin on page 8 of this reply.